



**Better Buildings Residential Network
Peer Exchange Call Series:**
***Community-Based Social Marketing:
Using Social Science & Data to Change Behavior***
June 29, 2017
Call Slides and Discussion Summary

Agenda

- Agenda Review and Ground Rules
- Opening Polls
- Brief Residential Network Overview and Upcoming Call Schedule
- Featured Speakers
 - **Barbara Buffaloe**, Sustainability Manager, City of Columbia, MO (*Network Member*)
 - **Kim DeVoe**, Energy Services Engineer, City of Ft Collins, CO Utilities (*Network Member*)
 - **Christine Andrews**, Housing and Environment Programs Coordinator, City of Somerville, MA (*Network Member*)
- Discussion
- Closing Poll

Better Buildings Residential Network

Join the Network

Member Benefits:

- Recognition in media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Solution Center guided tours

Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year.

Upcoming calls:

July 20: [Bullseye: The Advantages of Targeted Marketing](#)

July 27: [Making Program Evaluation Work for You](#)

August 3: [Making The Grade: Innovative Approaches to Improving Quality](#)

August 10: [Doing More with Less: Low Cost Program Strategies](#)

For more information or to join, for no cost, email bbresidentialnetwork@ee.doe.gov, or go to energy.gov/eere/bbrn & click Join

Community-Based Social Marketing Toolkit

Barbara Buffaloe, City of Columbia, MO

Community-Based Social Marketing Toolkit

The Better Buildings Residential Network Community-Based Social Marketing Toolkit is a resource for energy efficiency programs to increase the number of homes that are energy efficient.

[Download your copy of the toolkit today!](#)



Toolkit Contents

Draft 03.07.17

CBSM differs from other forms of outreach and marketing in several important ways:

- **Barrier and Benefit Focused:** CBSM reduces the forces inhibiting people from engaging in desired behaviors and enhances their motivations, rather than simply promoting behaviors. Importantly, this means CBSM is not limited to outreach, but can include reducing barriers such as cost and complexity.
- **Social:** CBSM initiatives occur at the neighborhood or community level, and use the powers of social influence to change behavior (e.g., through trusted messengers, social diffusion, competitions, etc.).
- **Backed by Data and Social Science:** CBSM uses local research of target audiences to develop customized initiatives based on behavioral science and community-specific barriers and benefits. CBSM initiatives also evaluate how well strategies actually change behavior, and then adjust strategies based on the results.

Why Is CBSM Useful for Residential Energy Efficiency?

CBSM offers a powerful way for residential energy efficiency program managers to target their resources effectively while also developing community buy-in for longer-term behavior change. All residential energy efficiency actions have some connection to behaviors—whether they are ongoing behaviors related to energy use (e.g., changing the thermostat temperature), one-time choices about new equipment or improvements (e.g., whole-home upgrades involving a series of actions). CBSM promotes behavior change by decreasing barriers and tapping into community values that are powerful motivators to action. This tight focus produces important benefits (see box).

BENEFITS OF CBSM FOR ENERGY EFFICIENCY

- Higher participation rates in energy efficiency programs among target audiences
- Create a greater consumer understanding of energy efficiency benefits
- Deeper, longer lasting changes in energy efficiency behaviors
- Create demand for increasingly complex energy efficiency measures
- Develop critical relationships with the community

CBSM AND RESIDENTIAL ENERGY EFFICIENCY

1

Step 1: Select Behaviors to Promote

The first step in applying CBSM to residential energy efficiency is to select the behavior(s) you want to see adopted in your community. These behaviors can range from very simple (e.g., setting your washer cycle to “cold”) to complex (e.g., implementing a whole home upgrade, which may include conducting an energy assessment, choosing a contractor, and making decisions about the extent of an energy upgrade). Figure 1 below includes examples of actions that can significantly reduce household energy consumption from simple to more complex. Start by analyzing the range of behaviors and

2 - Learn more about the Better Buildings Residential Network at www.energy.gov/eere/bbn.

U.S. DEPARTMENT OF
ENERGY

Community-Based Social Marketing (CBSM)

Barbara Buffaloe, Sustainability
Manager, City of Columbia, MO

Benefits of CBSM

Page 2

CBSM differs from other forms of outreach and marketing in several important ways:

- **Focuses on Enhancing Motivations and Eliminating Barriers:** Unlike traditional marketing, which is oriented toward providing information about the “product” to customers, CBSM focuses on the reasons why a person is or is not engaging in a behavior.
 - Traditional marketing and outreach focuses on the four Ps – Product, Price, Placement, and Promotion – to sell services or products to customers.
 - CBSM, on the other hand, reduces the forces inhibiting people from engaging in desired behaviors and enhances their motivations. Importantly, this means CBSM is not limited to outreach, but can include reducing barriers such as complexity and lack of trust.
- **Uses the Power of the Community:** CBSM initiatives occur at the neighborhood or community level, and use social influence and norms to change behavior, for example through trusted messengers, social diffusion, competitions, etc.
- **Backed by Data and Social Science:** CBSM relies on local research of target audiences to develop customized initiatives based on behavioral science and community-specific barriers and benefits. CBSM initiatives also evaluate how well strategies actually change behavior, and then adjust strategies based on the results.

Why Is CBSM Useful for Residential Energy Efficiency?

CBSM offers a powerful way for residential energy efficiency program managers to apply resources effectively while also developing community buy-in for longer-term behavior change. All residential energy efficiency actions have some connection to behaviors—whether they are ongoing behaviors related to energy use (e.g., changing the thermostat temperature), one-time choices about new equipment, or whole-home upgrades involving a series of actions. CBSM promotes behavior change by decreasing barriers to action and tapping into values that are powerful motivators to action. This focus can produce deep-seated benefits (see box).

BENEFITS OF CBSM FOR ENERGY EFFICIENCY

With its focus on behavior change and data-driven, community-specific strategies, CBSM can provide the following types of benefits compared to less targeted outreach and marketing efforts:

- **Higher participation rates** in energy efficiency programs among target audiences
- **Greater understanding** of consumer perspectives leading to smarter communication strategies
- **Deeper, longer lasting changes** in energy efficiency behaviors that can persist long-term, not months
- **Expanded consumer understanding** of and support for energy efficiency benefits
- **Increased demand** for increasingly complex energy efficiency measures
- **Stronger relationships** with local organizations and community leaders

For an example of the benefits of CBSM and how it has been applied to residential energy efficiency, see the Better Buildings Residential Network **Case Study of Fort Collins, Colorado**.

Learn more about the Better Buildings Residential Network at www.energy.gov/eere/ebn

A COMMITMENT OF
BETTER BUILDINGS

Benefits of CBSM for EE

- Higher participation rates
- Greater understanding
- Deeper, longer lasting changes
- Expanded consumer understanding
- Increased demand
- Stronger relationships

What is CBSM?

Page 1



COMMUNITY-BASED SOCIAL MARKETING TOOLKIT Better Buildings Residential Network

This Better Buildings Residential Network Community-Based Social Marketing Toolkit strengthens residential energy efficiency program outreach and marketing efforts through data-driven, tailored efforts that change behaviors. One of the greatest challenges facing the residential energy efficiency market is engaging people to take steps to save energy. This Toolkit provides practical guidance, resources, and examples for applying community-based social marketing to increase the number of homes that are energy efficient.

1. SELECT BEHAVIORS TO PROMOTE



2. IDENTIFY BARRIERS AND BENEFITS



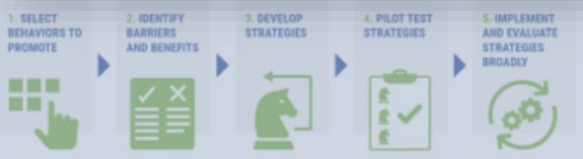
3. DEVELOP STRATEGIES



4. PILOT TEST STRATEGIES



5. IMPLEMENT AND EVALUATE STRATEGIES BROADLY



Source: U.S. DOE illustration of concepts developed by DesignMatters+More, *Fostering Sustainable Behavior*, www.dsmr.com

Learn more about the Better Buildings Residential Network at www.energy.gov/eere/bbrn

U.S. DEPARTMENT OF
ENERGY

Step 1: Select Behaviors to Promote

Page 3

Range of Energy Efficient Actions

CBSM AND RESIDENTIAL ENERGY EFFICIENCY

1

Step 1: Select Behaviors to Promote

The first step in applying CBSM to residential energy efficiency is to select behaviors that you want to see adopted in your community. These behaviors range from simple to complex (e.g., in which evaluates all components of the home as part of one system to be upgraded). The closer that the behavior is to being an indivisible action and an end state action (directly linked to the program's desired environmental improvement), the easier it will be to design and implement.

The figure below includes examples of actions that can significantly reduce energy use, from simple to more complex. Start by analyzing the range of behaviors and actions available to a population by considering community characteristics such as region, age, languages, building stock, and type of energy use prevalent in your community to find out which energy use behaviors are important to them.

Range of Energy Efficient Actions



MORE DISCRETE/ IMMEDIATE ACTIONS

1. EFFICIENT OPERATIONS:

Laundry, Water Heater, and
Thermostat Settings

2. SINGLE EQUIPMENT INSTALL:

EXAMPLES: Low-flow
Showerheads, HVAC
Equipment + Air Filters,
Efficient Water Heater,
Energy Star Appliances

3. WHOLE HOME UPGRADE:

- A) Agree to Assessment
- B) Conduct Assessment
- C) Find Contractor
- D) Agree to Scope of Work
- E) Secure Financing
- F) Implement Energy Upgrade

MORE COMPLEX/
LONGER TIME FRAME
ACTIONS

Step 2: Identify Barriers and Benefits

Page 5

- **Barriers** are obstacles that inhibit the desired behavior
- **Benefits** motivate people to perform the behavior

SAMPLE BENEFITS AND BARRIERS RELATED TO UPGRADES

BENEFITS:

- Reduced utility bills
- Higher bill-predictability
- Improved health outcomes
- Higher indoor air quality
- Decreased noise
- Increased comfort

PERSONAL BARRIERS

- Lack of awareness
- Lack of motivation
- Trust (e.g., of contractors)
- Competing priorities

STRUCTURAL BARRIERS

- Cost/time required for taking action
- Complex/difficult process
- Inconvenient or disruptive to home

Step 2: Identify Barriers and Benefits

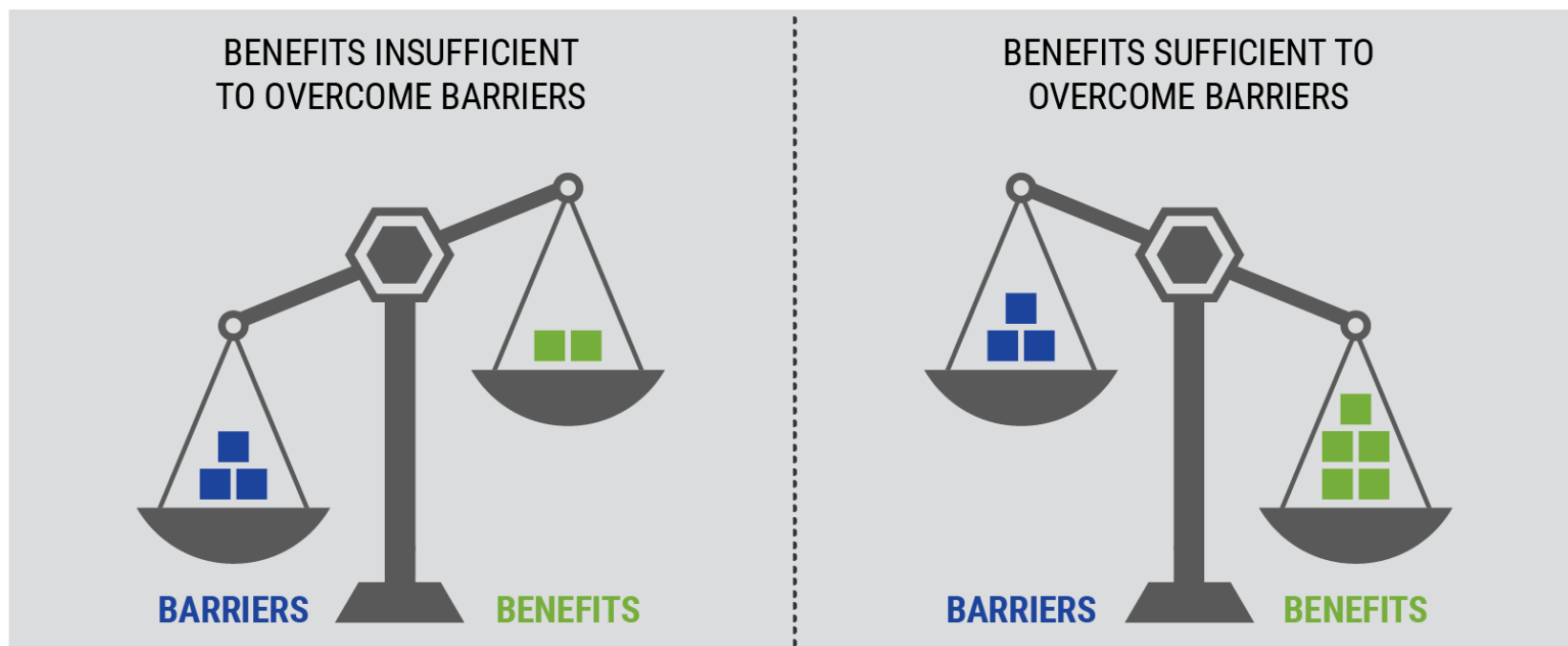
Don't rely on hunches: Use research to find out what benefits and barriers matter most to your target audience. Conduct market research or supplement your existing research through:

- Literature Searches
- Observations
- Focus Groups
- Surveys

Pages 5-6

Step 3: Develop Strategies

Develop a set of strategies that make benefits exceed barriers to action



Step 3: Develop Strategies

Behavior Change Strategies, When to Use Them, and Energy Efficiency Examples

Page 6-8

Step 3: Develop Strategies

Tailored Communication: Vivid, memorable, and culturally appropriate messaging targeted to your audience

When to Use: Use tailored communication when there is a lack of knowledge about your chosen behavior and its associated benefits (or impacts) in your community.

The Columbia, Missouri (CoMo) Energy Challenge designed Energy Challenge Kits to appeal to residents' technology interests, provided a simple "to do" list of actions. In the first year of the CoMo Energy Challenge in 2015, energy use for program participants declined by 20% relative to the baseline.



Step 4: Pilot Test Strategies

Page 9-10

Key Principles

1. Design Matters
2. Use a Control Group When Possible
3. Measure Your Impact
4. Calculate the Return on Investment
5. Revise Your Approach If Needed

Step 5: Implement and Evaluate

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Implement Strategies Broadly

- Develop a plan including: timeline, staffing, and resources

Evaluate Your Program

- Collect qualitative feedback, changes in energy-related behaviors, changes in energy use, etc.

5. IMPLEMENT AND EVALUATE STRATEGIES BROADLY



Program Highlights, Tips, and Resources

COMMUNITY-BASED SOCIAL MARKETING CHECKLIST



This Checklist provides a step-by-step list of actions a program can take to apply community-based social marketing toward increasing the number of homes that are energy efficient. It is a synopsis of the Better Buildings Residential Network Community-Based Social Marketing Toolkit.

- ☐ **Step 1:** Select energy-efficient behaviors you want to see adopted in your community
 - ☐ Refine the list of behaviors by considering community characteristics
 - ☐ Engage stakeholders to find out which energy-related behaviors are important to them
 - ☐ Prioritize behaviors based on potential impact, probability of success, and market opportunity
- ☐ **Step 2:** Identify the barriers and benefits associated with the desired behaviors for target audiences
 - ☐ Literature search
 - ☐ Observation
 - ☐ Surveys
 - ☐ Focus groups
- ☐ **Step 3:** Select strategies that reduce the barriers and enhance the benefits identified in Step 2.
Categories of strategies include:
 - ☐ Commitment
 - ☐ Incentives
 - ☐ Tailored communication
 - ☐ Social norms
 - ☐ Social diffusion
 - ☐ Prompts
 - ☐ Competition
 - ☐ Convenience
- ☐ **Step 4:** Pilot the strategies you selected in Step 3 to assess their efficacy
 - ☐ Design with comparison groups
 - ☐ Measure the impact of the pilot
 - ☐ Calculate return on investment
 - ☐ Revise the pilot approach based on results
- ☐ **Step 5:** Implement the strategies at a larger scale and evaluate the results
 - ☐ Develop an implementation plan (e.g., staffing, budget, and schedule)
 - ☐ Measure the impact on behavior change and end results
 - ☐ Evaluate the program at regular intervals
 - ☐ Revise program approach based on evaluation

- Member Programs Highlights
- CBSM On a Shoestring
- Tips for Success for CBSM
- Resources

Acknowledgments: Workgroup Participants



Presentation Highlights: CBSM and Columbia, MO

Meet community members where they are to avoid self-selection:

- The CoMo Energy Challenge went to parent-teacher conferences in the target neighborhoods, where attendance was expected and childcare was provided, to reach beyond the normal participants.

Diversify communication methods to reach a varied audience:

- CoMo used door-to-door outreach, flyers, phone follow-up, and social media posts as part of its comprehensive strategy in the campaign.

Give staff a clear outline of expectations and their involvement:

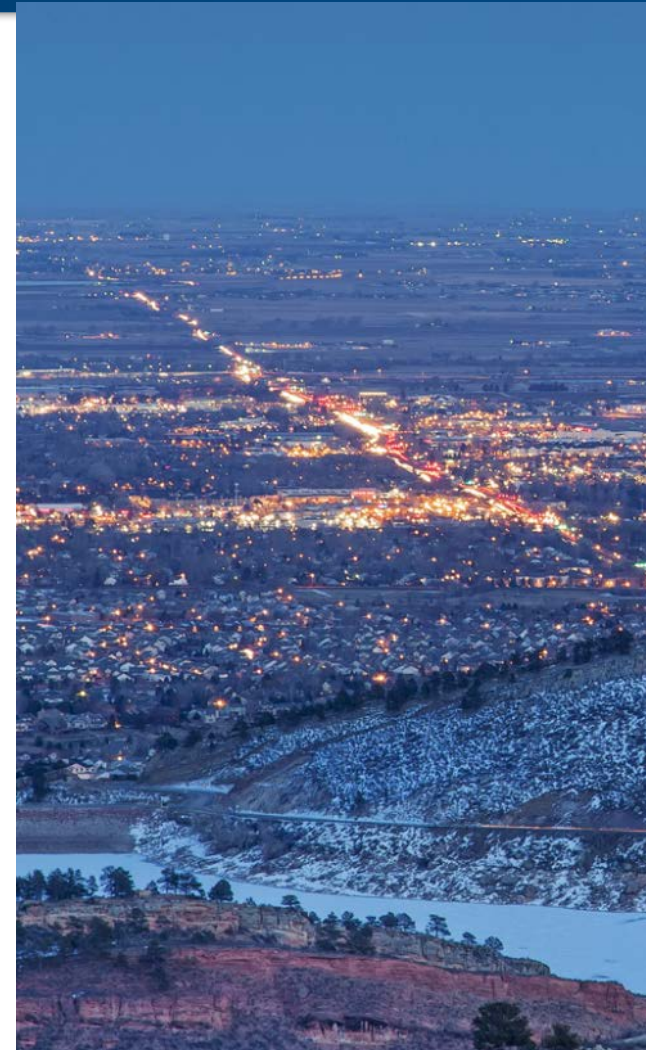
- When CoMo decided to incorporate CBSM into its program, program leadership let staff know if they would be on the task force or simply answering few questions so that all individuals would have a clear idea of how it would impact their time.

Best Practices: Kim DeVoe and Michelle Finchum Fort Collins Utilities



Kim DeVoe, Energy Services Engineer/ Program Manager
Michelle Finchum, Community Engagement Specialist

- Municipal Utility
 - Electric, water, waste & storm water
 - 55 sq. mile area: 99% underground
 - Sells over 1,500 GWh annually
- 70,500 resid. and busin. customers
- ~ 36,000 Sfd eligible for EW-N
- Resource Conservation Portfolio
 - 20 programs
 - 250 measures
- Ambitious Energy Conservation and Resiliency Plan



Why do this Pilot?

- **Increase EE Savings**

- Need to meet City energy goals
- Must increase participation and project comprehensiveness
- Increase options for better customer service

- **Increase participation / savings by overcoming barriers**

- **Reduce time involvement** required from homeowner
- **Reduce complexity** of decision making process by eliminating conflicting advise and scope of work from contractors
- **Make it a deal:** very low interest rate/ payment
- **Make it easy:** all contract details, refining selected package and contract processing, is handled by a program advisor



Overcoming Customer Barriers: Time, Complexity, and \$

- A hybrid of home performance and traditional audit program
- Streamlining the process reduces customer time involvement
- Reduce complexity: home performance specialist creates packages using standardized pricing
 - HP auditor presents three customized packages of measures
 - *Good* - comprehensive envelope (base package)
 - *Better* - base + HVAC or windows
 - *Best* - base + HVAC and windows, and/or solar PV
- **On Bill Financing reduces \$ barrier: it is a deal**
 - 2.5% interest, terms up to 20 yr, loans to \$25k
 - Double solar PV rebate bundled w/ EE package
 - 100% of the project cost



Package Options: Created & Presented During Audit

- Unbiased recommendations
- Customizable packages
- Standardized pricing
- Sell by monthly cash flow: savings reducing cost
- On Bill Financing offered
- Rebates applied upfront

Joe & Jane Homeowner
123 Main Street
Fort Collins CO 80526
8/2/2016

YOUR ENERGY EFFICIENCY PACKAGES



Following are recommendations for improving the safety, comfort, indoor air quality and energy efficiency of your home. When considering energy efficiency, it is important to think of your home as one large interactive system. Each part works individually but also in concert with the other parts of your home. This is known as the Whole House Approach. In order to maximize your benefits, your investment, as well as your energy savings, your home energy advisor has grouped measures into three or four packages.

Measures are based on your Energy Specialist's evaluation:

	\$11,404	\$13,154	\$27,644	
Description	GOOD	BETTER	BEST	
Attic Air Sealing	✓	✓	✓	
Insulate Attic	✓	✓	✓	
Seal & Insulate Knee Walls	✓	✓	✓	
Seal & Insulate Cantilevered Floors	✓	✓	✓	
Seal Garage to House Air Leaks	✓	✓	✓	
Air Seal & Insulate Crawl Space Walls	✓	✓	✓	
Duct Sealing	✓	✓	✓	
Whole House Fan, AirScape 2.5e		✓	✓	
Rooftop Solar PV			✓	
Loan Term (Years): 20		GOOD	BETTER	BEST
Estimated Monthly Payment:		\$ 69	\$ 80	\$ 168
Estimated Monthly Savings:		\$ 10	\$ 10	\$ 72
Estimated Monthly Net Payment:		\$ 59	\$ 70	\$ 96

*Loan payment estimates based on loan through the Home Efficiency Loan Program (H.E.L.P.). Loan amount maximum is \$25,000 in this program. Packages with totals over \$25,000 can be partially financed through the program. Loan terms subject to change.

- **Created Propensity model**
 - Factoring for propensity to act and opportunities to save
- **Started by targeting neighborhoods with highest propensity to participate and comprehensive projects**
- **Used Neighborhood approach**
 - Localized, focused target marketing
 - Leveraging CBSM
 - Ability to test various methods
- **Highest Propensity based on:**
 - Median household income & education
 - Past participation data
 - Homes built from 1970- 1980



Compare the EW Neighborhoods pilot to original EW Homes program!

Efficiency Works Pilot Results

2X
AS MANY
CUSTOMERS
ENROLLED



70%
GREATER THERM
SAVINGS PER
HOME



50%
GREATER kWh
SAVINGS
PER HOME



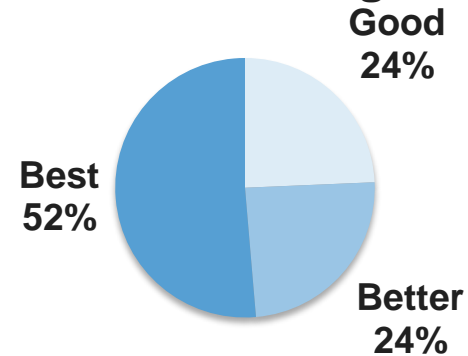
64% OF
PROJECTS
USED ON-BILL
FINANCING



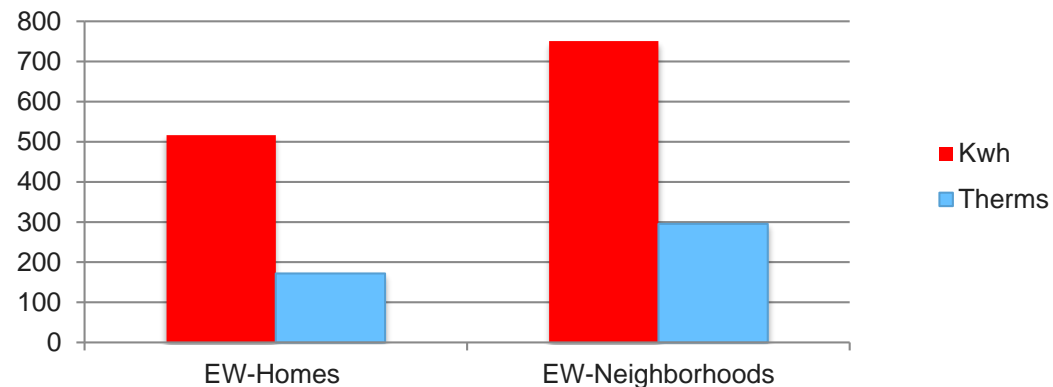
44%
CONVERSION
RATE TO A
PACKAGE



Neighborhoods Package Selection



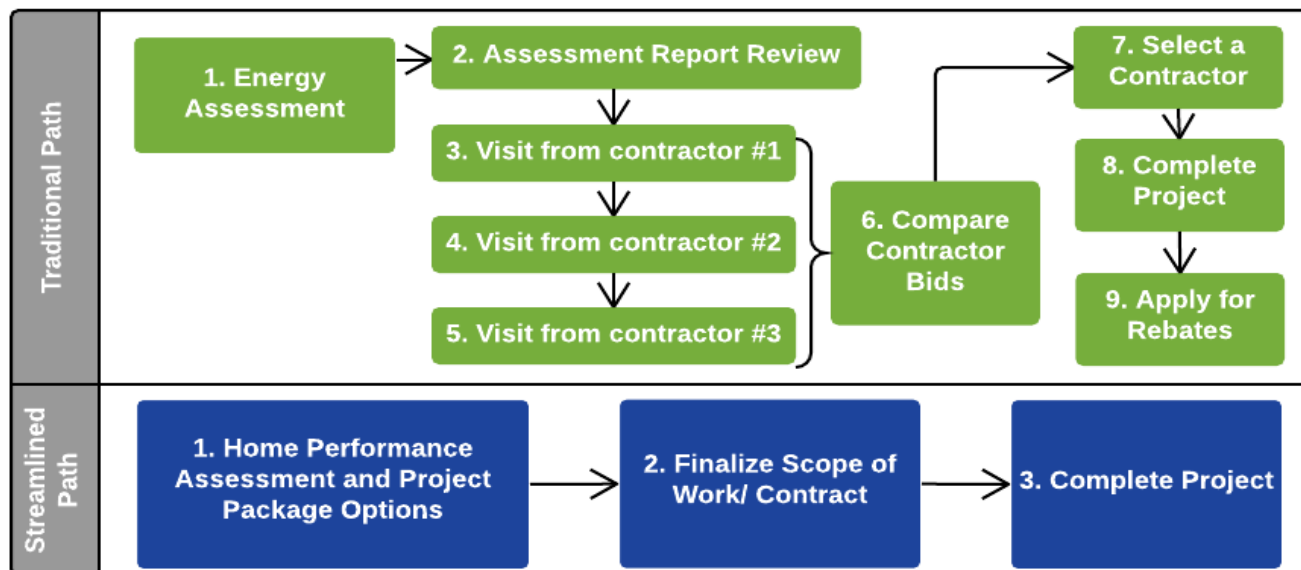
Average Energy Savings per Project



Presentation Highlights: Fort Collins Utilities (1 of 3)

Make the Upgrade Process More Convenient and Less Complex

Fort Collins determined that in order to overcome the barriers related to time, complexity, and trust, it would need to develop a new, streamlined “path” for homeowners to complete energy upgrades. The figure below is from the forthcoming DOE case study on Fort Collins and provides an overview of the streamlined and traditional paths to complete energy upgrades:



Presentation Highlights: Fort Collins Utilities

Develop Tailored, Community-Specific Messaging and Marketing.

- Fort Collins used demographic data to adjust messaging to appeal to the different concerns and motivations of different demographics.
 - For example, messaging for higher income households focused on comfort, health, safety, and savings while messaging for lower income households included those benefits, but placed more emphasis on the affordability of upgrades and cost savings.

Evaluate the efficacy of your communication methods.

- Fort Collins used a two-phase mailing campaign to raise awareness about their program and found that a more expensive option produced a response rate that was four times more effective.

Best Practices: Somerville

Christine Andrews

Community-based Social Marketing Campaigns and Programs for Residential Energy-efficiency

Somerville Energy Efficiency Now!

Christine Andrews

Housing Environment Programs Coordinator
Mayor's Office of Strategic Planning and
Community Development Housing Division
City of Somerville, Massachusetts



Agenda

- The City of Somerville's energy objectives
- Community-based Social Marketing (CBSM)
- Somerville Energy Efficiency Now
 - Strategy, results, and lessons learned
- Thank you/Discussion

City of Somerville Energy Goals

Top-down approach:

- Mayor Curtatone: Meet international, state, regional, and city energy goals
- Somervision: 30-year outlook for improving economy, housing, and infrastructure
- *Somerville Energy Efficiency Now (SEEN)* = community based social program
- Encourage residents to take advantage of demand-side resources to reduce energy consumption

What is CBSM?

- A scientific approach to achieving sustainable behavior through grassroots organizing.
- Principle: Community members are most influenced by their peers.
- Helps scale up impact as more people to take bigger actions and new behaviors.
- **Goal of SEEN:** Increase participation in the State's Mass Save Home Energy Services Program.



Above: Office of Sustainability and the Environment staff at the 2017 Tiny Great Outdoors Festival. Below: Solarize Somerville volunteers marching in the 2016 Memorial Day Parade.



Strategy: Partnerships

- Foster relationships and combine efforts to maximize cost-sharing, efficiency, and impact
- Collaborate through cross-departmental and regional efforts
- Volunteers can act as liaisons that can drum up support on the ground
- Build partnerships with local/state/regional stakeholders

**Recruit
passionate
volunteers**

**Incentivize
volunteers with
stipends**

**Formal
procurement
process is worth
the time and
resources**

Barriers

1. Historic Housing Stock
2. Multi-family homes
3. Large transient renter population
4. Cross-department coordination

Solutions

1. Financing is available through Mass Save rebates, Energy Star tax credits, and the Mass Save HEAT Loan
2. Educating the public about programs available
3. New outreach methods
4. Top-down support

Strategy: Initiatives

- **Blogs/Social Media**

- Custom landing page
- Posts on Facebook, Twitter, Reddit, local blogs, e-blasts to organizations

- **Communication from the City**

- Newsletters, presentations, letter from the Mayor, bill inserts, phone banking

- **Events**

- Staff local events with volunteers and intersectional City programs

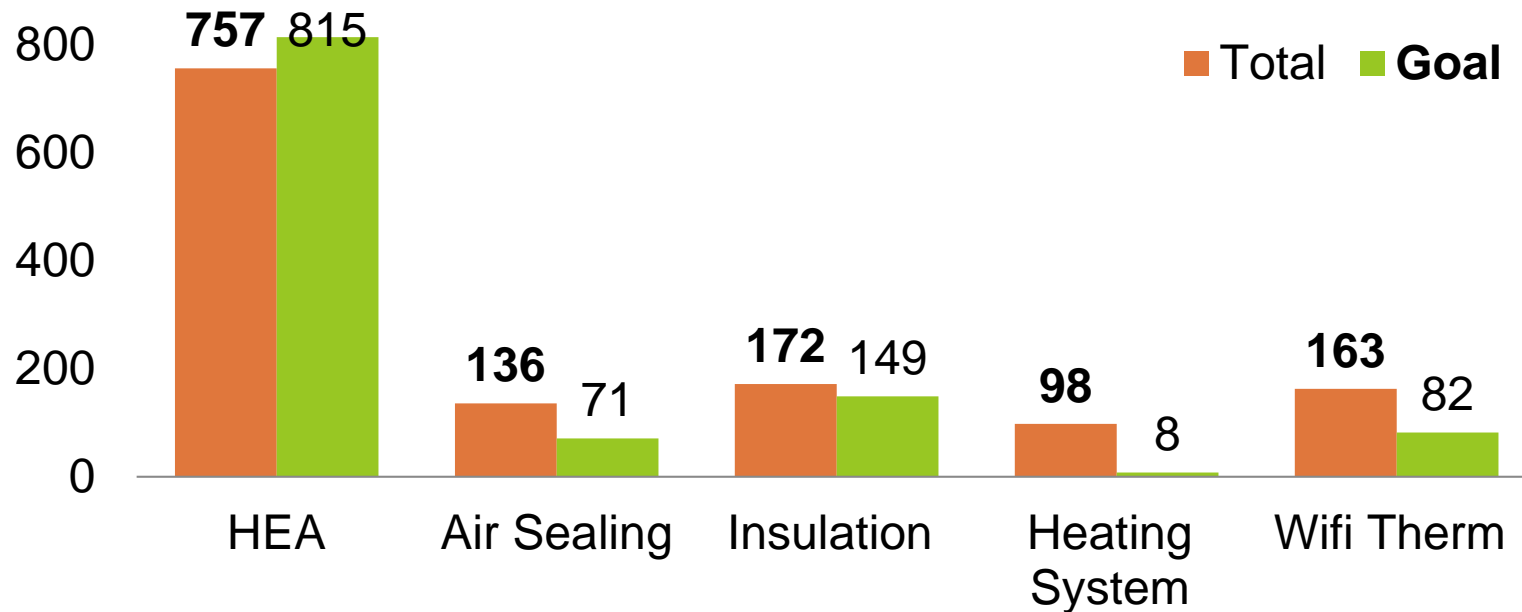
- **Press**

- Press releases, newspapers, magazines, cable TV interviews; re-post on social media

- **Signage**

- Predominately placed banners and lawn signs

Results: SEEN 2016



- **\$117,775 saved**
- **9.06 billion BTUs saved**
- **Shining Community Award won**
- **\$36,400 towards energy projects earned**
- **Free reusable water bottle refiling station won**

Results: SEEN 2016 Continued

Somervillema.gov/SEEN Online Form Sign-ups: December 2016-June 14, 2017



621

Views

355

Responses

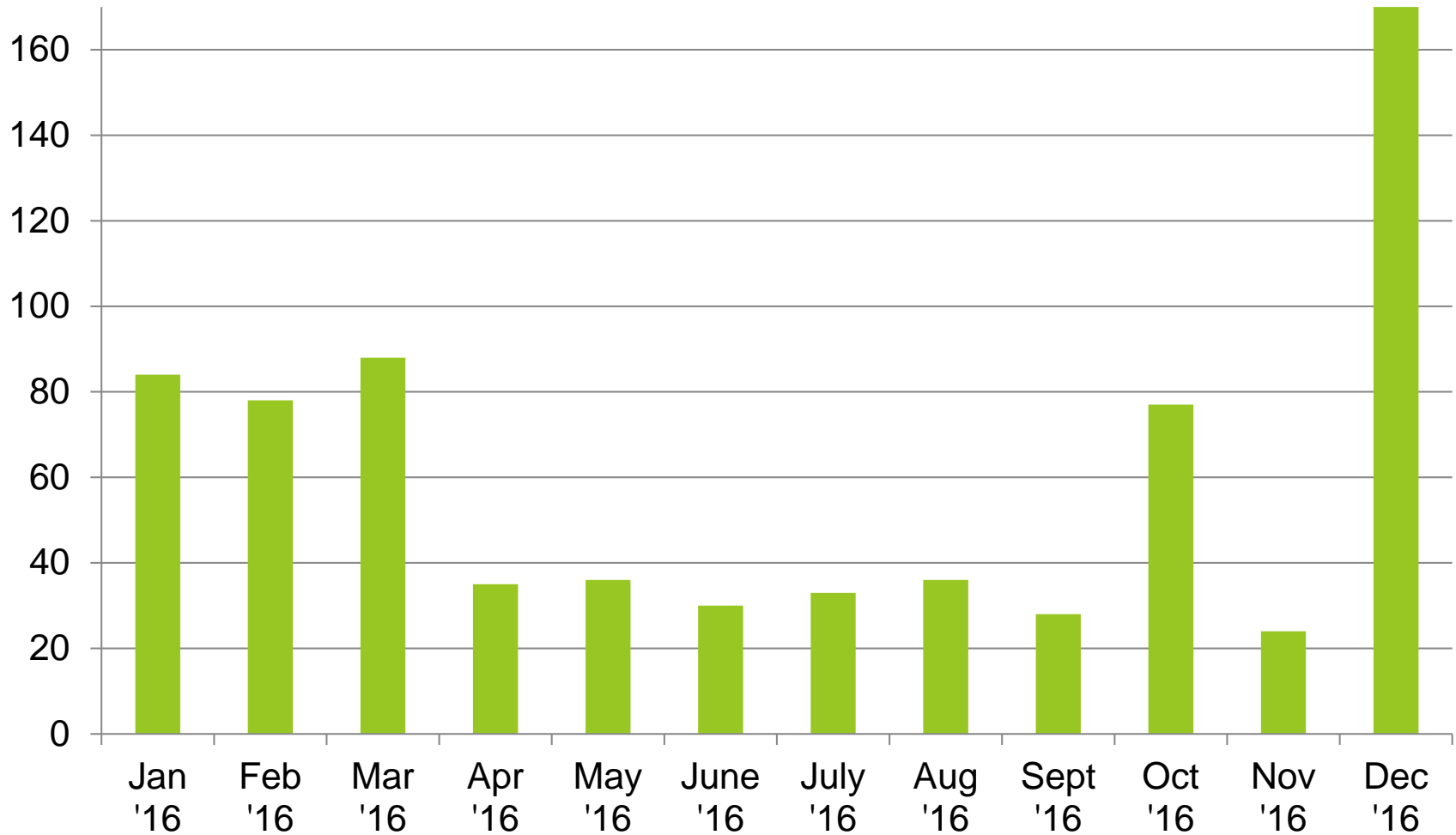
50%

Conversion Rate

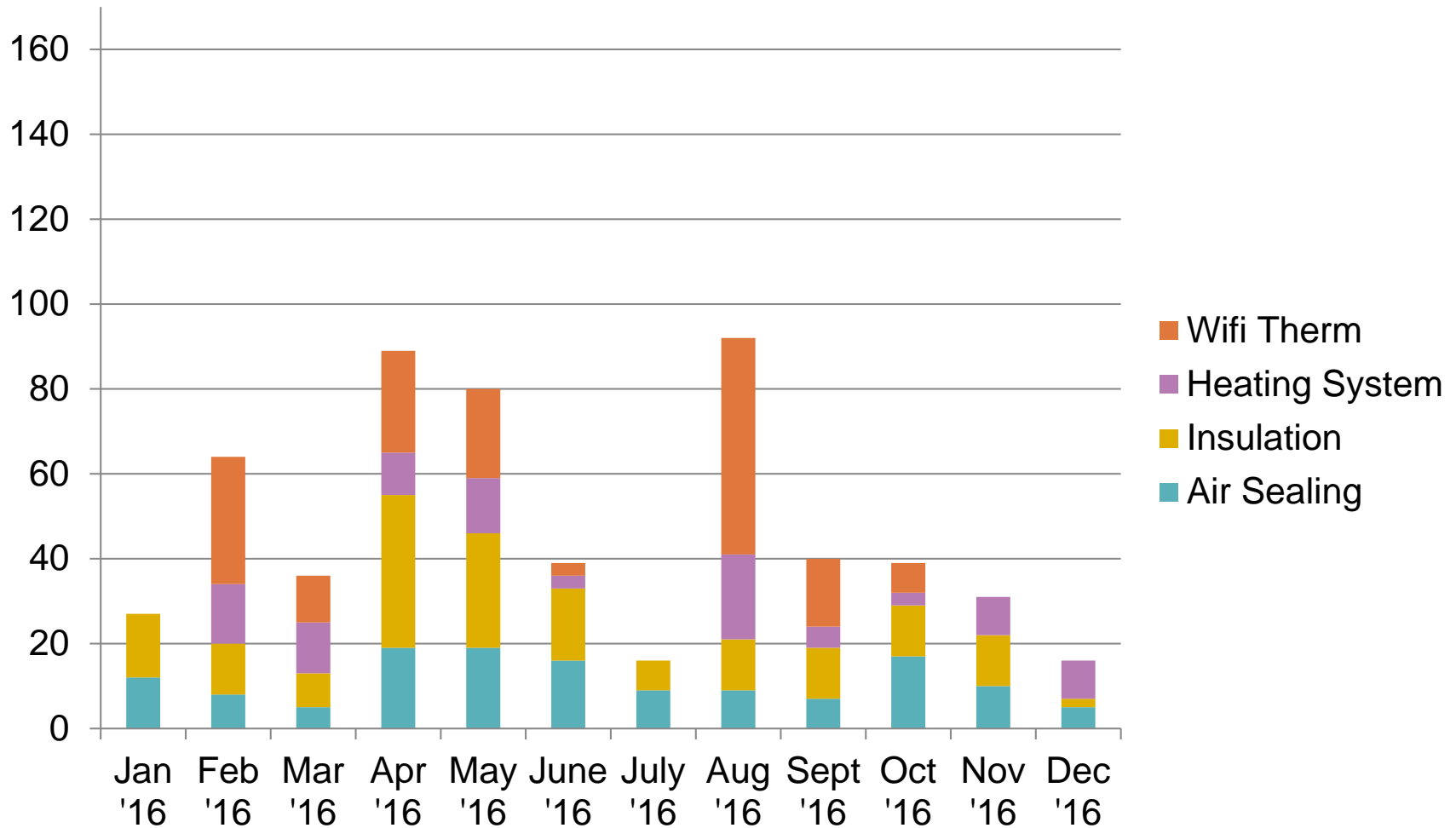
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Avg. Time

Home Energy Assessment by Month



Energy Upgrades by Type and Month



Results: SEEN 2016 Continued

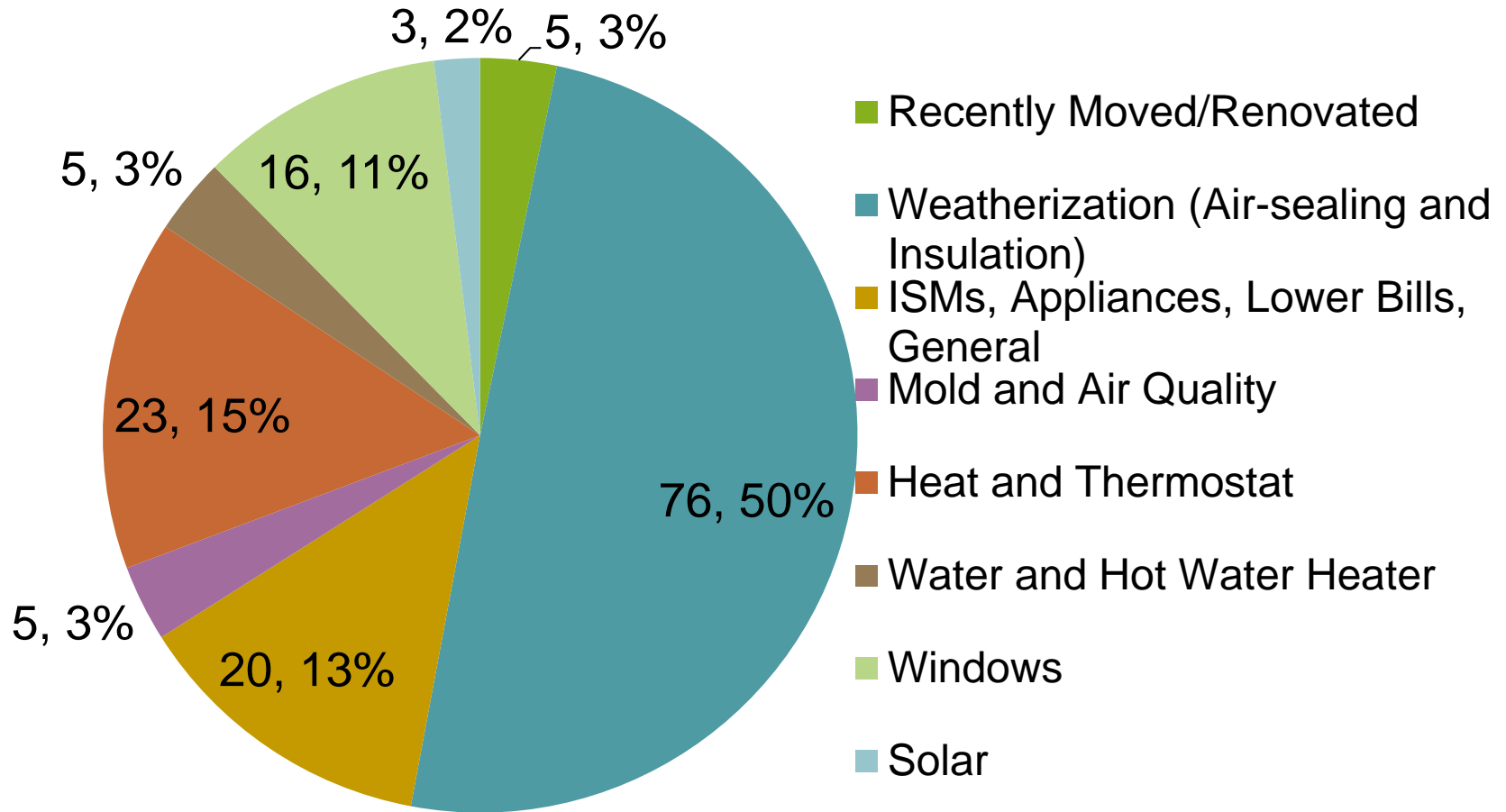
Online Form sign-ups 11/1-12/31/16	Calls*	Emails*	Walk-ins	Total Assessments/ Upgrades Completed or Scheduled
186	896	23	24	1,326

*Does not include calls to the City, Home Performance Contractors, or Mass Save's additional service lines.

Self-reported Data:

- **1.8** Average number of units in the building
- **91%** Percentage who own their home
- **1,641** Average square footage of home
- **95 years** Average age of home
- **88%** Percentage of homes heating with natural gas

Why Residents are Interested in Completing Assessments



Strategy: Tips

Three keys to a successful CBSM campaign:

1. Communication
2. Organization
3. Innovation

Bonus: Keep the momentum going! Share your next big thing!

Lessons Learned

Communication

City communications Messaging
environmental stewardship
Online sign-up form

Organization

November-March are peak
periods for Assessments

Innovation

New in 2017: Promoted social
media posts, posters directed
towards renters, timing of
mailer-drops

THANK YOU

Christine Andrews

Housing Environment Programs Coordinator

Mayor's Office of Strategic Planning and
Community Development

City of Somerville, Massachusetts

Presentation Highlights: Somerville, MA

Know your demographic!

- Applying CBSM strategies effectively relies on first understanding the barriers and motivations to action unique to your community.
- Somerville started with basic questions and used surveys, working groups, and demographic data to understand what issues were important to the community.

Understand the opportunities and limitations of your housing stock:

- The average housing age in Somerville is 92 years old. Although these properties can have complicated and expensive barriers, such as high energy cost and energy waste, financing through utilities and high energy savings potential make them key program participants.

Presentation Highlights: Somerville, MA (cont'd)

Cross-Pollinate Messaging:

- To reach all corners of your audience, you need several touch-points and partnerships are a great way to extend reach.
 - Partnering organizations got the S.E.E.N. program message out through their emails, events, and literature.

Form partnerships with key community organizations:

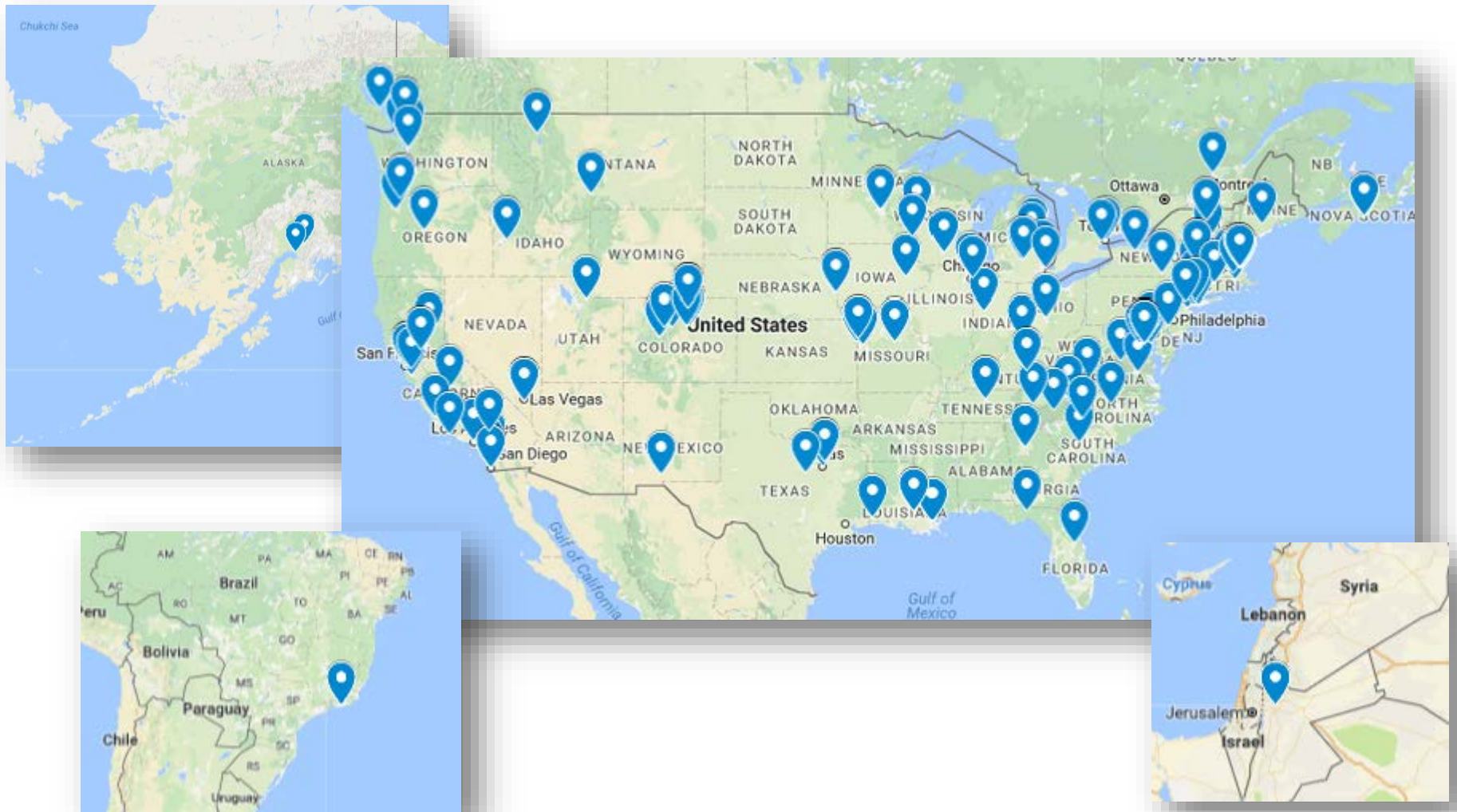
- S.E.E.N. partnered with the Mayor to send out a letter to residents asking them to participate, and a link to the participation form was available on the website.
 - This letter resulted in a significant spike in participation and reached an audience S.E.E.N. itself did not have.

Partnerships are about reciprocity:

- Somerville used other organization's meetings to present the program and allowed those organizations to present or set up a table at Somerville events and festivals.

Addenda: Attendee Information and Poll Results

Call Attendee Locations



Call Attendees: Network Members (1 of 2)

- Alaska Housing Finance Corporation
- American Council for an Energy-Efficient Economy (ACEEE)
- Arlington County Government
- Boulder County
- Build It Green
- Center for Sustainable Energy
- City of Charlottesville
- City of Columbia, MO
- City of Fort Collins
- City of Kansas City
- City of Plano
- Civic Works
- CLEARResult
- Connecticut Green Bank
- Cool Choices
- Efficiency Maine
- Efficiency Nova Scotia
- Energize New York
- Energy Efficiency Specialists
- Enhabit
- Fort Collins Utilities
- GoodCents
- Group14 Engineering Inc.

Call Attendees: Network Members (2 of 2)

- Home Energy Analytics, Inc.
- Institute for Market Transformation (IMT)
- International Center for Appropriate and Sustainable Technology (ICAST)
- Michigan Saves
- NeighborWorks of Western Vermont
- New York State Energy Research & Development Authority (NYSERDA)
- Pratt Center for Community Development
- Public Policy and Education Fund - Southern Tier
- Rhode Island Department of Energy Resources
- Richmond Region Energy Alliance (RREA)
- Rural Ulster Preservation Company (RUPCO)
- The Environmental Center
- The Insulation Man, LLC
- TRC Energy Services
- Vermont Energy Investment Corporation (VEIC)

Call Attendees: Non-Members (1 of 3)

- Action Research
- AjO
- Appalachian Voices
- Association for Energy Affordability
- BAE Systems
- Bank of Montreal
- Bay City Electric Light & Power - Service Building
- Blue Ridge Energy
- Boulder County
- Brand Cool
- City of Omaha, KS Planning Department
- Consortium for Energy Efficiency
- County of San Diego, Planning and Development Services
- Decent Energy
- E4TheFuture
- Enbridge Gas Distribution Inc.
- Energetics Incorporated
- Flathead Electric Cooperative

Call Attendees: Non-Members (2 of 3)

- Green Compass Sustainability
- ICF
- Idaho Power Company
- Inman Square Climate Action Team
- Kim Lundgren Associates, Inc.
- Metro Nashville Department of General Services
- Navigant Consulting Inc.
- New Ecology Inc.
- Oakland Livingston Human Service Agency
- Off The Grid Renovations, LLC.
- Opinion Dynamics
- PosiGen Solar
- Prism Energy Services
- Sim2
- Solar Habitats, LLC
- StopWaste
- SW Associates Consulting Engineers, Inc.
- Tennessee Valley Authority
- The Electric Cooperatives of SC, Inc.
- The Energy Coalition
- Tohn Environmental Strategies
- Transition Wayland

Call Attendees: Non-Members (3 of 3)

- University of Maryland
- Verdis Group
- Walking Mountains Science Center

Opening Poll #1

- Which of the following best describes your organization's experience with community-based social marketing?
 - Some experience/familiarity – **44%**
 - Limited experience/familiarity – **29%**
 - Very experienced/familiar – **17%**
 - No experience/familiarity – **7%**
 - Not applicable – **3%**

Closing Poll

- After today's call, what will you do?
 - Seek out additional information on one or more of the ideas – **60%**
 - Consider implementing one or more of the ideas discussed – **33%**
 - Other (please explain) – **7%**
 - Make no changes to your current approach – **0%**